



ClickDimensions Announces August 2012 Release

Microsoft's 2012 Dynamics Marketplace Solution Excellence Partner of the Year Award winner continues to build its market leading solution

ATLANTA – August 21, 2012 – ClickDimensions, developer of the most reviewed and 5-star rated [email marketing and marketing automation solution for Microsoft Dynamics CRM](#) (as reviewed by users on [Microsoft's Dynamics Marketplace](#)) and winner of Microsoft's 2012 [Dynamics Marketplace Solution Excellence Partner of the Year Award](#) unveiled its August 2012 release today. The new release focuses on advanced marketing automation features designed with simplicity and ease of use.

Among a long list of enhancements, the August release also adds the following features into the ClickDimensions marketing suite:

- Split (A/B) testing for emails
- Guided landing page builder
- Profile Management and dynamic subscription preferences
- Dynamic nurture program builder

Split (A/B) testing for emails

The split testing feature allows marketers to test two versions of an email with differences in subject line, 'from' name/address and/or email template content. The test is performed on a sample group of recipient and the system will automatically choose the winning email version to be sent out once the test is complete. More details are available [here](#).

Guided landing page builder

The guided landing page builder allows non-technical marketers without corporate web site privileges, to easily build landing pages which are hosted by ClickDimensions. With a simple, wizard-driven interface, marketers can build landing pages, complete with an embedded web forms, in minutes. More details are available [here](#).

Profile Management and dynamic subscription preferences

Marketers using ClickDimensions can now allow their subscribers to see and update their contact information when they receive an email. In addition, any subscription list preferences that the subscriber has set in the subscription center will be visible to them on subsequent visits. More details are available [here](#).

Dynamic nurture program builder



The ClickDimensions nurture program builder has been enhanced to allow marketers to make changes to nurture programs without disturbing the prospects that are already in the nurture process. This level of dynamic adjustment provides the ultimate in flexibility for marketers as they decide to extend or modify the flow of a nurture program. More details are available [here](#).

“Our development team in Israel is highly efficient and capable” commented ClickDimensions Chief Executive Officer John Gravely. “they give us a strategic advantage which, coupled with our exclusive focus on marketing automation for Dynamics CRM, allows us to be extremely agile and responsive to the needs of our users.”

About ClickDimensions

ClickDimension’s Marketing Automation for Microsoft Dynamics CRM empowers marketers to generate and qualify high quality leads while providing sales the ability to prioritize the best leads and opportunities. Providing Email Marketing, Web Tracking, Lead Scoring, Nurture Marketing, Social Discovery, Campaign Tracking and Forms and Surveys ClickDimensions allows organizations to discover who is interested in their products, quantify their level of interest and take the appropriate actions. For more information about ClickDimensions visit <http://www.clickdimensions.com>, read our blog at <http://blog.clickdimensions.com>, follow us on Twitter at <http://www.twitter.com/clickdimensions> or email press@clickdimensions.com